

East Hollywood Business Improvement District

BOARD OF GOVERNORS MEETING

Thursday, December 5, 2013

Hollywood Hotel
(1160 North Vermont Avenue Hollywood, CA 90029)

MINUTES

Governors Attending: Jeff Zarrinnam, chair; Alexanyan, Massachi, Shield, Swanson, Underdown

Staff: Gubler, Shahenian

Guests: Anil Jain, LACC; Yeghig Keshishian, Office of Mayor Garcetti; Jeff Miele, LABT; Carlos Rios, LADOT; Berj Tashjian, Royal Square

- I) Call to Order
Zarrinnam called the meeting to order at 2:02 pm. The group members in attendance made self-introductions.
- II) Public Comment
Tashjian noted that there are unhealthy trees in front of 612 and 628 Vermont Ave.
- III) Vermont Median Update
Carlos Rios updated the group on the status of the Vermont Median project. He noted that final approval was given from Cal Trans to proceed with construction. Following the CalTrans approval, the city was able to begin breaking ground with soil test analysis. Once soil testing is completed the project construction can begin. Rios expects that 6 islands can be completed within three months of construction. Rios will come back to group at a later date to discuss landscaping options for the median.

Rios noted that the next round of Metro's call for projects will be announced in the summer of 2014 and will likely focus on active transit projects.
- IV) Stump Grinding
Zarrinnam reviewed a proposal from Urban Tree Care to ground a tree stump at the corner of Vermont and Barnesdall.

Motion by Alexanyan, seconded by Shield to approve \$400 towards the tree stump grinding at Vermont and Barnesdall.
Motion carried.
- V) Cleaning Contract Update
Jeff Miele of LABT noted that the BID maintenance crew had recently treated several trees that had scales. He also noted that LABT is recommending tree

trimming for many of the Australian Willow trees on Vermont that have become top heavy.

Motion by Alexanyan, seconded by Massachi to allocate up to \$2500 for the trimming of the Australian Willow trees as recommended by LABT.

Motion carried.

Miele will report back to the group on rates for filling all 98 trees boxes with decomposed granite or flowers to help keep pedestrians from tripping on unlevel surfaces. Meile also noted that the bubblers in the Vermont Triangkle have been installed. He stated that in November LABT pulled 433 bags from the BID.

The group discussed four missing trees in front of the Center for Inquiry and one in front of LACC.

VI) Reports from Public Agencies

Yeghig Keshishian provided an update from the Mayors office. He noted that he is the Mayor's new Central Area Rep. He discussed the Mayor's Great Streets Initiative which will be choosing 20 LA streets as part of a pilot program. Keshishan will provide contact information to the Great Streets program. He also noted the City's application to become part of the President's Promise Zone program.

VII) Route 66 BID Update

Zarrinnam updated the Board on efforts to create a Route 66 BID along Santa Monica Blvd between Hoover and Vine. He noted that the group had gathered 111 parcel owners in support of the new BID. He also noted that 4 additional Route 66 signs had been placed along Santa Monica Blvd.

VIII) EBID Annual Planning Report and Budget

Shahenian reviewed the draft annual planning report for 2014. The group discussed budget priorities for 2014.

Motion by Shield, seconded by Swanson to complete the painting of the Cobra Street Lights within the BID as the priority project for 2014.

Motion carried.

Motion by Alexanyan, seconded by Shield to approve the 2014 budget.

Motion carried.

IX) Next Meeting Date

The next meeting of the EBID was scheduled for Tuesday, January 28, 2014 at 2:00 pm at Temple Knesset Israel.

X) Adjournment

The meeting was adjourned at 3:44 pm.

Respectfully Submitted,

A handwritten signature in black ink that reads "Nicole Shahanian". The script is fluid and cursive, with the first name "Nicole" written in a slightly larger and more prominent style than the last name "Shahanian".

Nicole Shahanian
Executive Director